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## Agenda

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### Friday, February 4

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| 5:00 PM - 10:00 PM | Conference Registration |
| 5:00 PM - 10:00 PM | Hospitality Suite       |

### Saturday, February 5

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| 8:00 AM – 5:00 PM | Exhibit Stations Open |
| Noon - 2 PM       | Resource Village      |
| 3:45 PM – 5:30 PM |                       |

### Saturday Morning Plenary Session

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| 8:00 AM - Noon | Welcoming remarks by Fish and Wildlife Service Director <b>Steve Williams</b> and National Wildlife Refuge Association President <b>Evan Hirsche</b> . Presentations to follow will include an overview of the 245 Friends organizations and the importance of their work; a summary of the Conservation in Action Summit by its organizers; an address of the challenges we face in this new century of conservation. You will receive information on key issues likely to affect your refuge and the Refuge System over the next 10-15 years. <b>Dr. Emilyn Sheffield</b> , Futurist, and <b>Ann Smith</b> , |
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founding member and President of Friends of Black Bayou, Inc. will deliver keynote addresses.

Noon – 2:00 PM

Lunch (Participants on their own/use for networking)

## Saturday Afternoon Breakout Sessions

101-level sessions are geared towards newer groups

201-level sessions should be attended by more experienced groups

301-level sessions are ideal for all levels of experience

2:00 PM - 3:30 PM

### **Basic Membership Development (101)**

Geared toward Friends groups who are in the start up stages of developing their member base. Topics will include community outreach for recruiting new members who will not only pay dues, but also help achieve your goals, converting volunteers to Friends, developing a data base, and seeking other collaborations.

2:00 PM - 3:30 PM

### **Business of Friends (101)**

Geared toward any group that wants to learn the basics of what is needed to keep the IRS happy and your group in line with basic accounting principles. Will also include information on audits and insurance for Friends.

2:00 PM - 3:30 PM

### **Community Partnerships (201)**

Friends will learn from successful case examples how to organize and execute projects that meet refuge and refuge system goals and objectives by cultivating partnerships with local, state and national organizations.

2:00 PM - 3:30 PM

### **Developing Your Board (301)**

You have already created your board and now need to keep valued members and expand to include new members. Learn the most effective ways of maintaining board retention and searching out new members with valued skills and connections.

2:00 PM - 3:30 PM

### **Fundraising Techniques (201)**

Geared toward Friends groups with a basic knowledge and experience of fundraising. Topics include how to organize large capital campaigns and approach foundations, banks and corporations for funding.

2:00 PM - 3:30 PM

### **Media and Special Events (201)**

Topics include the basics of planning, setting up and managing events such as festivals and outreach

opportunities. Also, learn how to gain the interest of the media, crafting a compelling message and integrating media into your existing programs and events.

**2:00 PM - 3:30 PM**

**The Cooperative Alliance for Refuge Enhancement:  
CARE (301)**

Friends will learn about the CARE group, its goals and objectives, why Friends are critical to the effort and how your group can become involved through local and national advocacy initiatives.

**Saturday Afternoon Plenary Session**

**3:30 PM – 3:45 PM**

**Wrap Up, Information on Awards Reception and Next Day's Events**

**6:00 PM - 7:30 PM**

**Refuge System Awards Reception**

Presentation of the 2005 National Wildlife Refuge System Awards to Volunteer and Friends Group of the Year.

**Sunday, February 6**

**8:00 AM – 5:00 PM**

**Exhibit Stations Open**

**10:30 AM – 1:30 PM**

**Resource Village**

**4:30 PM – 6:30 PM**

**Sunday Morning Breakout Sessions I**

101-level sessions are geared towards newer groups  
201-level sessions should be attended by more experienced groups  
301-level sessions are ideal for all levels of experience

**8:30 AM - 10:00 AM**

**Business of Friends (101)**

Geared toward any group that wants to learn the basics of what is needed to keep the IRS happy and your group in line with basic accounting principles. Will also include information on audits and insurance for Friends.

**8:30 AM - 10:00 AM**

**Community Partnerships (201)**

Friends will learn from successful case examples how to

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organize and execute projects that meet refuge and refuge system goals and objectives by cultivating partnerships with local, state and national organizations.

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|----------------------------|---|
| <b>8:30 AM - 10:00 AM</b>  | <b>Federal Appropriations and Fish and Wildlife Service Budget Process (301)</b><br>Learn where the buck begins and how it stops at your refuge! Follow your refuge dollars through the federal appropriations process to the budgeting at Fish and Wildlife Service.                                       |
| <b>8:30 AM - 10:00 AM</b>  | <b>Fundraising Techniques (201)</b><br>Geared toward Friends groups with a basic knowledge and experience of fundraising. Topics include how to organize large capital campaigns and approach foundations, banks and corporations for funding.  |
| <b>8:30 AM - 10:00 AM</b>  | <b>Grant Writing (301)</b><br>The majority of funds received by Friends are through the grant process. Learn how to develop an effective grant proposal and the organizations and agencies that can provide the financial support needed for your group and refuge projects.                                |
| <b>8:30 AM - 10:00 AM</b>  | <b>Media and Special Events (201)</b><br>Topics include the basics of planning, setting up and managing events such as festivals and outreach opportunities. Also, learn how to gain the interest of the media, crafting a compelling message and integrating media into your existing programs and events. |
| <b>8:30 AM - 10:00 AM</b>  | <b>The Cooperative Alliance for Refuge Enhancement: CARE (301)</b><br>Friends will learn about the CARE group, its goals and objectives, why Friends are critical to the effort and how your group can become involved through local and national advocacy initiatives.                                     |
| <b>10:00 AM - 10:15 AM</b> | <b>Break</b><br>Refreshments Available  |

## **Sunday Morning Breakout Sessions II**

101-level sessions are geared towards newer groups  
201-level sessions should be attended by more experienced groups  
301-level sessions are ideal for all levels of experience

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|----------------------------|---|
| <b>10:15 AM - 11:45 AM</b> | <b>Basic Membership Development (301)</b><br>Geared toward Friends groups who are in the start up stages of developing their member base. Topics will include community outreach for recruiting new members |
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who will not only pay dues, but also help achieve your goals, converting volunteers to Friends, developing a data base, and seeking other collaborations.

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|----------------------------|--|
| <b>10:15 AM - 11:45 AM</b> | <b>Bookstore Basics (101)</b><br>More and more Friends groups are starting bookstores as a means of creating revenue streams for supporting education, outreach and other projects for refuges. Learn from those who have established successful businesses from the tabletop to the countertop. |
| <b>10:15 AM - 11:45 AM</b> | <b>Creative and Effective Outreach Strategies (301)</b><br>This is an opportunity to learn from Friends groups who have used creative and successful outreach techniques to engage their membership and build support and visibility for their refuge and group.                                 |
| <b>10:15 AM - 11:45 AM</b> | <b>Developing Your Board (301)</b><br>You have already created your board and now need to keep valued members and expand to include new members. Learn the most effective ways of maintaining board retention and searching out new members with valued skills and connections.                  |
| <b>10:15 AM - 11:45 AM</b> | <b>Federal Appropriations and Fish and Wildlife Service Budget Process (301)</b><br>Learn where the buck begins and how it stops at your refuge! Follow your refuge dollars through the federal appropriations process to the budgeting at Fish and Wildlife Service.                            |
| <b>10:15 AM - 11:45 AM</b> | <b>Grant Writing (301)</b><br>The majority of funds received by Friends are through the grant process. Learn how to develop an effective grant proposal and the organizations and agencies that can provide the financial support needed for your group and refuge projects.                     |
| <b>10:15 AM - 11:45 AM</b> | <b>The Cooperative Alliance for Refuge Enhancement: CARE (301)</b><br>Friends will learn about the CARE group, its goals and objectives, why Friends are critical to the effort and how your group can become involved through local and national advocacy initiatives.                          |
| <b>11:45 AM - 1:30 PM</b>  | <b>Regional Meeting Box Lunch Session</b><br>Meet with other representatives in your region for a moderated discussion of topics that affect your refuge.  |
| <b>1:30 – 1:45</b>         | <b>Break</b><br>Refreshments Available   |





## Sunday Afternoon Plenary Session

<b>1:45 PM – 3:00 PM</b>	<b>Panel Discussion</b> Congressional View: The Long-Term Needs of the Refugee System
<b>3:00 PM - 3:15 PM</b>	<b>Break</b> Refreshments Available

## Sunday Afternoon Breakout Sessions

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<b>3:15 PM – 4:45 PM</b>	<b>Advanced Board Development (201)</b> Geared toward Friends groups with at least two to three years of experience, or larger groups. Topics include setting up a diverse board and creating committees; defining roles; and resolving conflicts.
<b>3:15 PM – 4:45 PM</b>	<b>Advanced Membership Development (201)</b> Geared toward Friends groups with at least two to three years of experience, or larger groups. Topics include involving your Board of Directors in membership campaigns (i.e., fundraising), developing a membership campaign, recruiting high profile members, and developing other partnerships.
<b>3:15 PM – 4:45 PM</b>	<b>Bookstore Basics (101)</b> More and more Friends groups are starting bookstores as a means of creating revenue streams for supporting education, outreach and other projects for refugees. Learn from those who have established successful businesses from the tabletop to the countertop.
<b>3:15 PM – 4:45 PM</b>	<b>Business of Friends (101)</b> Geared toward any group that wants to learn the basics of what is needed to keep the IRS happy and your group in line with basic accounting principles. Will also include information on audits and insurance for Friends.
<b>3:15 PM – 4:45 PM</b>	<b>Creative and Effective Outreach Strategies (301)</b> This is an opportunity to learn from Friends groups who have used creative and successful outreach techniques to

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engage their membership and build support and visibility for their refuge and group.

**3:15 PM – 4:45 PM**

**Grant Writing (301)**

The majority of funds received by Friends are through the grant process. Learn how to develop an effective grant proposal and the organizations and agencies that can provide the financial support needed for your group and refuge projects.

**3:15 PM – 4:45 PM**

**The Cooperative Alliance for Refuge Enhancement: CARE (301)**

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**4:45 – 5:00 PM**

**Break**

Refreshments Available

**5:00 PM – 5:30 PM**

**Plenary Closing Session**

Closing remarks and overview of logistics for Monday's Capitol Hill visit.

## **Monday, February 7**

**7:15 AM - 8:15 AM**

**Continental Breakfast (NWRA Sponsored)**

**8:15 AM - 8:30 AM**

**Capitol Hill Bus Departure (NWRA Sponsored)**

**10:00 AM - 5:00 PM**

**Following the Conference - Visits with Members of Congress  
(NWRA Sponsored)**